

SERFF Tracking Number: UHLC-126067746 State: Arkansas  
Filing Company: United HealthCare Insurance Company State Tracking Number: 41760  
Company Tracking Number: TV57 (3/09)  
TOI: MS05G Group Medicare Supplement - Standard Sub-TOI: MS05G.001 Plan A  
Plans  
Product Name: MEDICARE SUPPLEMENT  
Project Name/Number: DRTV SPOT /TV57 (3/09)

## Filing at a Glance

Company: United HealthCare Insurance Company

Product Name: MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-126067746 State: ArkansasLH

TOI: MS05G Group Medicare Supplement - SERFF Status: Closed State Tr Num: 41760  
Standard Plans

Sub-TOI: MS05G.001 Plan A Co Tr Num: TV57 (3/09) State Status: Filed-Closed

Filing Type: Advertisement Co Status: Reviewer(s): Stephanie Fowler

Author: Bobbie Walton Disposition Date: 03/11/2009

Date Submitted: 03/10/2009 Disposition Status: Filed

Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

## General Information

Project Name: DRTV SPOT

Project Number: TV57 (3/09)

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 03/11/2009

Deemer Date:

Filing Description:

RE: United HealthCare Insurance Company

AARP Medicare Supplement Advertising Material

"Real people-changes"

NAIC No: 0707-79413

File No: TV57 (3/09) (PLEASE USE THIS NUMBER IN ALL CORRESPONDENCE)

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Group

Group Market Size: Large

Group Market Type: Association

Explanation for Other Group Market Type:

State Status Changed: 03/11/2009

Corresponding Filing Tracking Number:

SERFF Tracking Number: UHLC-126067746 State: Arkansas

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We enclose for your information and review, proof copies of advertising materials for use in connection with the AARP group health insurance program. This advertising material is new and does not replace any material previously submitted to the Department.

This advertising material is an Invitation to Inquire and will air in May 2009. The Policy Form Number GRP79171 GPS-1 will appear in the disclaimer paragraph on the attached script.

## Company and Contact

### Filing Contact Information

Susan Cipollo, Director Susan\_J\_Cipollo@uhc.com  
680 Blair Mill Rd. (215) 902-8444 [Phone]  
Horsham, PA 19044 (215) 902-8813[FAX]

### Filing Company Information

United HealthCare Insurance Company	CoCode: 79413	State of Domicile: Connecticut
450 Columbus Boulevard	Group Code: 707	Company Type: Life and Health
PO Box 150450		
Hartford, CT 06115-0450	Group Name:	State ID Number:
(215) 653-8046 ext. [Phone]	FEIN Number: 36-2739571	
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## Filing Fees

Fee Required?	Yes
Fee Amount:	\$25.00
Retaliatory?	No
Fee Explanation:	\$25 PER COMPONENT - 1 COMPONENT = \$25.00
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United HealthCare Insurance Company	\$25.00	03/10/2009	26277896

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## Correspondence Summary

### Dispositions

<b>Status</b>	<b>Created By</b>	<b>Created On</b>	<b>Date Submitted</b>
Filed	Stephanie Fowler	03/11/2009	03/11/2009

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## Disposition

Disposition Date: 03/11/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Item Type	Item Name	Item Status	Public Access
Form	TV SCRIPT	Filed	Yes

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Company Tracking Number: TV57 (3/09)

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Product Name: MEDICARE SUPPLEMENT

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## Form Schedule

**Lead Form Number:** TV57 (3/09)

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	TV57 (3/09)	Advertising	TV SCRIPT	Initial		45	TV57 (3-09)- Real People Changes 022609.pdf

# A. Eicoff & Company

A Division of Ogilvy & Mather

401 North Michigan Avenue • Chicago, IL 60611

Telephone (312) 527-7100

## TELEVISION SCRIPT

JOB # \_\_\_\_\_

CLIENT  
PRODUCT  
TITLE  
CODE  
LENGTH  
DATE

UnitedHealthcare Insurance Company  
AARP Medicare Supplement Insurance  
"Real People/Changes" Rev. 6  
:60  
2/26/09

Page 1

### VIDEO

### AUDIO

1. Open on Super: *Any ideas?*

Dissolve to a man and his wife.

Super: TV57 (3/09)

MAN: Things were going along fine and then surprise, my retiree benefits were cut.

WOMAN: We need something to help pay what Medicare doesn't...

MAN: Have any ideas?

2. Super: *Here's a great idea.*

Dissolve to AARP Medicare

Supplement Insurance logo

Super 1-8xx-xxx-xxxx throughout

TTY 1-8xx-xxx-xxxx (rotates with

Call Now)

AVO: If your healthcare coverage has recently changed, consider an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.

**Legal Super:** Insured by United HealthCare Insurance Company, Horsham, PA (United HealthCare Insurance Company of New York, Islandia, NY for New York residents). Policy Form No. GRP 79171 GPS-1 (G-36000-4). **Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.** All plans may not be available in your state/area.

**Dissolve to Legal Super:** AARP Health is a collection of health related products, services and insurance programs made

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## TELEVISION SCRIPT

JOB # \_\_\_\_\_

CLIENT	UnitedHealthcare Insurance Company
PRODUCT	AARP Medicare Supplement Insurance
TITLE	"Real People/Changes" Rev. 6
CODE	
LENGTH	:60
DATE	2/26/09

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### VIDEO

### AUDIO

available by AARP. Neither AARP nor its affiliate is the insurer. AARP contracts with insurers to make coverage available to AARP members.

3. Super:
- Medicare doesn't pay for everything
- Save up to thousands in out-of-pocket costs

**Legal Super:** Medicare Payment Advisory Commission (MedPAC). *A Data Book: Healthcare spending and the Medicare Program*, June 2008.

[http://www.medpac.gov/documents/Jun08DataBook\\_Entire\\_report.pdf](http://www.medpac.gov/documents/Jun08DataBook_Entire_report.pdf) (15 Jan, 2009) p. 63,65.

4. Cut back to couple.

5. Super: Keep your doctor
- Accepted nationwide
- Range of plans

**Legal Super:** AARP does not make health plan recommendations for individuals. You are strongly encouraged to evaluate your needs before choosing a health plan.

AVO: Medicare doesn't pay for everything. These supplemental insurance plans help pay for some of those out-of-pocket costs.

That could save you up to thousands of dollars a year.

WOMAN: Go on, we're listening.

AVO: Medicare Supplement plans let you keep any doctor who accepts Medicare and are accepted nationwide. And you can choose from a range of AARP Medicare Supplement Plans.



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CLIENT  
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CODE  
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UnitedHealthcare Insurance Company  
AARP Medicare Supplement Insurance  
“Real People/Changes” Rev. 6  
:60  
2/26/09

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### VIDEO

### AUDIO

**Dissolve to Legal Super: This is a solicitation of insurance. An agent may contact you.** Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations. In some states, plans may be available to persons eligible for Medicare by reason of disability.

6. Cut to Medicare guide.

Super: Call now for your free Medicare Guide

**Legal Super:** This is a group Medicare Supplement policy and you must be an AARP member to purchase this product.

7. Super:

The only Medicare Supplement Plans endorsed by AARP®

The plans millions turn to

**Legal Super:** Paid endorsement. These plans carry the AARP name, and United HealthCare Insurance Company pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purposes of AARP and its members.

**Legal Super:** Based on 2008 internal

AVO: Call now for your free information kit and Medicare guide.

AVO: If your healthcare coverage has changed, consider the only plans of their kind endorsed by AARP®.

Plans millions have turned to.

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## TELEVISION SCRIPT

JOB # \_\_\_\_\_

CLIENT	UnitedHealthcare Insurance Company
PRODUCT	AARP Medicare Supplement Insurance
TITLE	"Real People/Changes" Rev. 6
CODE	
LENGTH	:60
DATE	2/26/09

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### VIDEO

### AUDIO

company data.

[www.aarphealthcare.com/statistics](http://www.aarphealthcare.com/statistics)

8. Cut back to man.

MAN: Now that's what I call a good idea.

9. Cut to end frame.

Super 1-8xx-xxx-xxxx

TTY 1-8xx-xxx-xxxx (Rotates with

Call Now)

Super: TV57 (3/09)

AVO: Call now for free information about AARP Medicare  
Supplement Insurance Plans, insured by UnitedHealthcare  
Insurance Company.

<i>SERFF Tracking Number:</i>	<i>UHLC-126067746</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>United HealthCare Insurance Company</i>	<i>State Tracking Number:</i>	<i>41760</i>
<i>Company Tracking Number:</i>	<i>TV57 (3/09)</i>		
<i>TOI:</i>	<i>MS05G Group Medicare Supplement - Standard Sub-TOI:</i>	<i>MS05G.001 Plan A</i>	
	<i>Plans</i>		
<i>Product Name:</i>	<i>MEDICARE SUPPLEMENT</i>		
<i>Project Name/Number:</i>	<i>DRTV SPOT /TV57 (3/09)</i>		

## Rate Information

Rate data does NOT apply to filing.